



## Consulate General of the United States of America Chiang Mai, Thailand

387 Wichayanond Road, Chiang Mai 50300, Thailand

Tel: (66-53) 107-700 Website: <http://chiangmai.usconsulate.gov/>

Press Release

22/04/12



### **U.S. Consulate General Promotes World Intellectual Property Day**

*Coloring the Chiang Mai Sunday Walking Street with 'Smiley' Balloons to Highlight 'Visionary Innovators'*

On Sunday, April 22, the U.S. Consulate General in Chiang Mai and the U.S. Patent and Trademark Office in Bangkok raised awareness of World Intellectual Property Day (April 26) with a "Smile" campaign publicity performance at the Tha Phae Sunday Walking Street Market. Twenty student volunteers hid their faces behind orange balloons with smiley faces to convey the message: "Behind every great innovation exists the imagination and dedication of the creator." The colorful balloons represented the creativity and vision of local artisan and entrepreneurs in Chiang Mai.

The volunteers simultaneously revealed their faces from behind the balloons, symbolizing the creator behind the product. They then distributed promotional items to promote the "visionary innovators" behind intellectual property. They also encouraged shoppers to visit a tricycle mobile exhibition unit in front of the Three King's monument, which showcased well-known local designers Sareungrong Wong-sawan, inventor of environmental-friendly Rubber Killer bags, and Anukun Hamala, the owner of Nokhook Design illustration house.

Estimates of global economic losses due to counterfeiting and piracy run to as high as \$250 billion a year. In an effort to promote intellectual property rights as crucial elements of the economic development of Thailand and the Thai-U.S. economic relationship, the United States supports the Thai-U.S. Creative Partnership and Chiang Mai Creative City initiative. Last year, the Consulate General sponsored an anti-piracy "flash-mob" performance at the Tha Pae Sunday Walking Street Market.

Read more about the Thai-U.S. Creative Partnership at <http://www.creativepartnership.org/>; and World Intellectual Property Day at <http://www.wipo.int/ip-outreach/en/ipday/2012>.

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